

Message Text

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ACTION ARA-10

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FM AMEMBASSY SANTIAGO
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UNCLAS SANTIAGO 7489

SUBJ: INAUGURATION OF US PAVILION FISA-75

REF: SANTIAGO A-145

1. "PAVILION USA" CONTAINING 15 BOOTHS AND REPRESENTING 32 US FIRMS, WAS INAUGURATED JOINTLY BY AMBASSADOR AND PRESIDENT OF US CHAMBER OF COMMRCE, CHILE ON WEDNESDAY OCTOBER 29 AT CERRILLOS PARK SITE OF SANTIAGO'S INTERNATIONAL FAIR (ISA '75) OCTOBER 30-NOVEMBER 16, 1975.
 2. OFFICIAL US GOVERNMENT EXHIBIT "A PEOPLE BUILDING" RECEIVED FROM USIA WASHINGTON , DELIVERED WELL IN ADVANCE OF INAUGURAL EVENT, FORMS CENTERPIECES OF US PAVILION.
 3. INAUGURAL RECEPTION, HELD THE DAY BEFORE OFFICIAL OPENING, WAS ORGANIZED JOINTLY BY EMBASSY, CHAMBER AND US EXHIBITORS. OPENING CEREMONY FEATURED REMARKS BY AMASSADOR AND PUTTING INTO OPRATION OF SIGHTS AND SOUND S OF USIA EXHIBIT. EVENT DREW SOME 450 PERSON MAINLY BUSINESSMEN INVITED BY REPRESENTATIVES OF US FIRMS EX-HIBITING IN FISA '75, CHILEAN JUNTA MEMBERS, ALL INVITED TO OPENING, SENT HIGH LEVEL REPRESENTATIVES.
 4. US PAVILION PROVIDES CONTINUITY BETWEEN FISA '74. IN WHICH USG ORGANIZED COMMERCIAL PRESENCE SHOW, AND FISA'76 WHERE EMBASSY RECOMMENDS CLASS I/IV COMMERCE EXHIBIT. THIS YEAR' PAVILION ORGANIZED JOINTLY BY EMBASSY AND LOCAL CHAMBER OF COMMERCE AND FINANCED BY SALES OF SPACE IN FAIR CATALOG PRINTED BY USIS. EFFORT PRODUCED REVENUEW OF NEARLY \$6000
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SUFFICIENT TO COVER COST OF RENTAL OF USIS EXHIBIT, INAUGURAL

RECEPTION, CONSTRUCTION AND STAFFING OF US INFORMATION BOOTH
AND PRINTING OF 10,000 FAIR CATALOGS DISTRIBUTED AT THE US PAVILION.

5. US PAVILION WITH 10,000 SQUARE FEET COMPARES FAVORABLY
WITH OTHER NATIONAL PAVILIONS. BRAZIL AND ARGENTINA HAVE
LARGEST BUILDINGS (40,000 AND 30,000 SQUARE FEET RESPECTIVELY),
WHILE GREAT BRITAIN, ITALY, JAPAN AND SPAIN HAVE BUILDINGS
COMPARABLE TO U.U. IN SIZE. IN TOTAL 21 FOREIGN COUNTRIES ARE
REPRESENTED IN FISA '75.

6. COMMENT -A) FROM COMMERCIAL POINT OF VIEW ONLY MARGINAL
RESULTS ARE EXPECTED FROM US PARTICPATION. HOWEVER, PAVILION
ATTRACTED ONE NEW TO MARKET FIRM AND SEVERAL ESTABLISHED AGENTS
TOOK ADVANAGES OF FISA '75 TO INTRODUCE NEW LINES OF U..
PRODUCTS.

B) USIS EXHIBITION, USEFUL IN RECRUITING FIRMS INTO U./
PAVILION SUFFERS FROM INADEQUATE SOUND TRACT (INSUFFICIENT VOLUME
AND CLARITY). THIS HAS BEEN COMPENSATED FOR BY SUBSTITUTING BACKGROUND

MUSIC FRM STRNGER SOUND SYSTEM.
POPPER

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